

### Amendments to the Claims

The following Listing of Claims replaces all prior listings, and versions, of claims in the subject patent application.

#### **Listing of Claims:**

1-13 (Canceled).

14. (Currently Amended) A printhead assembly comprising:

a thermal printhead arranged to print on an image-receiving substrate;

a platen;

a support;

a first frame slideably connected to said support, one of said printhead and said platen being mounted on said first frame;

a second frame, the other one of the printhead and platen being supported on said second frame;

a driver for driving said first frame relative to said support to cause the one of said printhead and platen to move in a linear direction toward the other; and

a compressor arranged to exert a biasing force on one of said printhead and said platen when said one of said printhead and said platen abuts said image receiving substrate and said driver drives said first frame relative to said support and towards said second frame, such that a pressure applied to the image receiving substrate by said one of said printhead and said platen can be controlled;

wherein the compressor is arranged so as to compressibly support the second frame.

15-20 (Canceled).

21. (Currently Amended) A printhead assembly of claim 14, wherein~~[[,when]]~~ the printhead is mounted on the first frame,~~driving the first frame relative to the support causes the compressor to be compressed when the print head abuts said image receiving substrate.~~

22. (Currently Amended) A ~~printhead assembly~~ label printing device comprising:  
a printhead arranged to print on an image-receiving substrate;  
a platen;  
a support;  
a first frame slideably connected to said support, one of said printhead and said platen being mounted on said first frame;  
a detecting device for detecting information stored with said image receiving substrate;  
a driver for driving said first frame relative to said support in accordance with said information stored with said image receiving substrate, to cause the one of said printhead and platen to move in a linear direction toward the other; and  
a processor configured to use a look up table to determine a distance to drive the first frame relative to the support based on the information stored with the image receiving substrate.

23. (Currently Amended) A printer comprising:  
an input device for inputting data;  
a thermal printhead arranged to print on an image-receiving substrate;  
a platen;  
a support;  
a first frame slideably connected to said support, one of said printhead and platen being mounted on said first frame;

a second frame, the other one of the printhead and platen being supported on said second frame;

a driver for driving said first frame relative to said support to cause the one of said printhead and platen to move in a linear direction toward the other; and

a compressor arranged to exert a biasing force on one of said printhead and said platen when said one of said printhead and said platen abuts said image receiving substrate and said driver drives said first frame relative to said support<sup>[[<sub>7</sub>]]</sup> and towards said second frame, such that a pressure applied to said image receiving substrate by said one of said printhead and said platen can be controlled;

wherein the compressor is arranged so as to compressibly support the second frame.

24. (Previously Presented) A printer of claim 23, wherein the driver is configured to drive the first frame to a predetermined position relative to said support in accordance with said input data.

25. (Currently Amended) A method of controlling a printhead assembly comprising:

a thermal printhead arranged to print on an image-receiving substrate;

a platen;

a support;

a first frame slideably connected to said support, one of said printhead and said platen being mounted on said first frame;

a second frame, the other one of the printhead and platen being supported on said second frame; and

a compressor arranged to exert a biasing force on one of said printhead and said platen, wherein the compressor is arranged so as to compressibly support the second frame,

wherein said method comprises the step of driving said first frame relative to said support to cause the one of said printhead and said platen to move in a linear direction toward the other[[,]] and said compressor ~~[[exerting]]~~ to exert a biasing force on one of said printhead and said platen when said ~~first frame is driven relative to said support~~ one of said printhead and said platen abuts said image receiving substrate, such that a pressure applied to the image receiving substrate by said one of said printhead and said platen can be controlled.

26. (Previously Presented) A method of claim 25, wherein the driving comprises driving said first frame relative to said support to a predetermined position.

27. (Previously Presented) A method of claim 25, wherein the driving comprises driving said first frame relative to said support in accordance with information stored with said image-receiving substrate.

28. (Previously Presented) A printhead assembly of claim 14 wherein the driver is for driving said first frame relative to said support in accordance with information stored with said image-receiving substrate.

29. (Previously Presented) A printhead assembly of claim 14 wherein the driver is for driving said first frame relative to said support in accordance with information inputted through an input device.

30. (Previously Presented) A printhead assembly of claim 14 wherein the driver is for driving said first frame relative to said support to a predetermined position.

31. (Currently Amended) A ~~printhead assembly~~ label printing device of claim 22 wherein the information is stored on an electronic tag or chip, or as a barcode.

32. (Currently Amended) A ~~printhead assembly~~ label printing device of claim 22 wherein the information specifies at least one of the pressure required to print on the image-receiving substrate, the thickness of the substrate or, where the driver comprises a motor, a value indicating the number of rotations of the motor necessary for printing on the image-receiving substrate.

33. (Currently Amended) A ~~printhead assembly~~ label printing device of claim 22, comprising a microprocessor configured to detect the information stored with said image receiving substrate and to consult a look up table to determine the distance to drive the first frame relative to the support.

34. (Currently Amended) A method of controlling a ~~printhead assembly~~ label printer comprising:

- a printhead arranged to print on an image-receiving substrate;
- a platen;
- a support; and

a first frame slideably connected to said support, one of said printhead and said platen being mounted on said first frame;

wherein said method comprises detecting information stored with said image receiving substrate;

and wherein said method comprises driving said first frame relative to said support in accordance with said information stored with said image-receiving substrate, to cause the one of said printhead and said platen to move in a linear direction toward the other; and

wherein the method comprises using a look up table to determine the distance to drive the first frame relative to the support based on the information stored with the image-receiving substrate.

35. (Previously Presented) A method of claim 34, wherein the information specifies at least one of the pressure required to print on the image-receiving substrate, the thickness of the substrate or, where the driver comprises a motor, a value indicating the number of rotations of the motor necessary for printing on the image-receiving substrate.

36. (Previously Presented) A printhead assembly of claim 14, wherein said second frame is slideably connected to said support.

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37. (Previously Presented) A printhead assembly of claim 14, wherein said second frame is mounted on a base, and wherein the compressor is attached between the base and the second frame.